



# amazon



## FBA GUIDE

LINNWORKS™



# Introduction

If you're selling on Amazon, you'll probably already be well aware of its benefits. From its global reach to its exponential growth opportunities and access to hundreds of millions of customers, Amazon is indeed a lucrative prospect for any online retail business.

Fulfilment by Amazon (FBA) gives you easy access to all of these customers and is a great way to enhance your business on the marketplace and increase those all important sales. In fact, Amazon FBA has become one of the most popular ways to earn income online. Some of the biggest advantages to the fulfilment service include effortless logistics and shipping, discounted shipping rates, quick delivery and fulfilment of orders from other channels.

In this Amazon FBA guide, you'll find out what Amazon FBA consists of as well as the advantages and disadvantages of the service. You'll also learn about Amazon FBA Small & Light and your options for fulfilment when expanding internationally. Plus, this guide glosses over how to lower Amazon FBA fees, how to meet FBA inventory requirements and lists out nine seller tools to help you optimise your FBA listings and increase your sales.





# Contents

- What is Fulfilment by Amazon? [XX]
- What are the advantages of Amazon FBA? [XX]
- What are the disadvantages of Amazon FBA? [XX]
- Where and what can I ship with Amazon FBA? [XX]
- Amazon FBA Small & Light [XX]
- How to lower Amazon FBA fees [XX]
- How to meet Amazon FBA inventory requirements [XX]
- Amazon FBA vs. Amazon FBM [XX]
- Amazon Europe: Fulfilment Options [XX]
- Amazon FBA Seller Tools [XX]





# What is Fulfilment by Amazon (FBA)?

Fulfilment by Amazon (FBA) has transformed thousands of online businesses, helping them to save time, drive more sales and test new international markets with minimal risk. But how exactly does it work? What is Fulfilment by Amazon? How much does it cost? There are so many questions when it comes to Amazon FBA, which is why we have done our best to provide you with the answers below.



Send products to Amazon



Amazon stores products



Customers purchase



Amazon picks up products



Amazon ships products





## What is Amazon FBA?

Amazon FBA is a group of services provided by the platform to help you trade and fulfil your orders quickly and easily. The basics of Amazon FBA is that you take care of selling your items and Amazon FBA takes the stress out of picking, packing and shipping your orders, as your items are stored in Amazon's fulfilment centres.

In other words, you're paying Amazon to process your orders for your business, meaning more time to lead your business.

With Amazon FBA, you can also fulfil products that you sell on other channels - it doesn't have to be only on Amazon. For example, you can make use of the fulfilment services for products that you sell through eBay or other marketplaces and eCommerce platforms such as Shopify or BigCommerce.





## What Amazon FBA fees will you come across?

When you use Amazon FBA, you only pay for the services when you sell an item on the marketplace. There are three types of FBA costs to be aware of when selling on Amazon:

Storage fees  
(variable fees per cubic foot)

Fulfilment fees  
(fixed fees per unit)

Return fees

Your Amazon FBA fees are taken as a percentage from the final sales price of your products. This percentage is worked out based on the following factors:

The size of your stock  
fulfilment rate

How many products  
you sell

The weight of your products

Keep in mind that you will still need to pay referral fees (a percentage of the price your product is sold for) and variable closing fees, as well as individual seller fees or monthly membership fees, just as a regular Amazon seller would be liable for.

In order to calculate your fees, click [here](#) to access the UK Amazon FBA calculator.

You can find the US calculator [here](#).



## Monthly storage fees

In exchange for using Amazon FBA, additional fees that you'll want to keep a note of include your monthly storage costs. These fees are determined by measuring the cubic foot of the storage unit.

The monthly inventory storage fee for items stored in United Kingdom fulfilment centres depends on product category and which month we are in. For Clothing, Shoes & Bags, the cost is £0.39 per cubic foot during the months of January right through to September and £0.55 per cubic foot between October and December. For all other categories, it is £0.65 per cubic foot (January to September) and £0.91 for the rest of the year (October to December).\*

For Amazon Europe FBA sellers, the monthly inventory storage fee for items stored in Germany, France, Italy, and Spain, Poland and Czech Republic fulfilment centres is €15.60 per cubic metre (January to September) for Clothing, Shoes & Bags and €21.60 per cubic metric for October through to December. For all other product categories, the monthly storage fees are €26.00 per cubic metre (January to September) and €36.00 per cubic metre for October to December.\*



## Fulfilment fees

Fulfilment fees are a flat fee per unit, based on the product type, dimension and outbound shipping weight.

The outbound shipping weight is based on your unit's weight and the packaging weight.

There are many variations, so you can check your fulfilment rates based on the size and weight of your products here.

For items sold through different channels to Amazon, the fulfilment fee is split into a pick and pack fee and a weight handling fee.

These fees vary depending on if the products are media items (Books, Music, Video Games, DVDs, Blue-Ray, VHS and Software) or non-media items.





## Return fees

If you do decide to make use of Amazon FBA, it's important to be aware of FBA return fees. Although not strictly related to seller fees, you do need to understand every factor that can contribute to a profit or a loss when selling on Amazon.

Amazon customers can process returns through Amazon's online returns centre. This allows them to return items as and when needed and means you don't need to spend time processing a return.

In exchange for this service, however, Amazon FBA users are charged a returns processing fee.

This returns processing fee applies to returned products sold on Amazon in categories for which the marketplace offers free return shipping.

These categories include Clothing, Shoes & Bags and also applies to Jewellery, Watches and Luggage. The total amount you pay for a returned item in the above product categories (as an Amazon FBA user) matches the total fulfilment fee for a given product.





# What are the advantages of Amazon FBA?





## Qualify for Amazon Prime

When you use Amazon FBA, your products automatically qualify for Amazon Prime. Offering Prime services to your customers will give an indication that you are a reliable online seller who will give guaranteed delivery dates, two-day shipping and a first-class service at no extra cost.

More and more customers around the globe are signing up to Amazon Prime. In the UK alone, Amazon Prime memberships have risen by **35%** and just under half of Amazon account owners in America own an Amazon Prime account. What's more, Amazon has recently said that it has exceeded more than 100 million paid Prime members globally.





## More likely to win the Amazon Buy Box

By using Amazon FBA, you will get an increased chance to secure the Amazon Buy Box and therefore increase the likelihood of more sales for your business.

Given that when Amazon shoppers buy a product on the marketplace, they do so through the Amazon buy box a whopping 82% of the time, it's crucial to win the Buy Box as much as possible.

In case you didn't know, the Amazon Buy Box usually appears at the side of products when a customer is viewing it. Other sellers who are selling the same product appear underneath the add to basket area, which decreases their visibility from the customer.

However, even with Amazon FBA, it is not guaranteed that you will win the Buy Box -you need to make sure that your business is performing at a high level throughout to prove to Amazon that you are a reliable seller.

[Joshua Price](#), an online marketplace expert, says that the Amazon Buy Box is very beneficial for sellers, and to try and keep their reputation high so that they appear on the buy box:

If your reputation is low, you could lose the Buy Box, and it's because your reputation is low that it damages the algorithm that Amazon uses to decide on who gets the Buy Box. So, you're not going to get anywhere near as many sales as you would with a Buy Box, also if you're selling your own labelled products, you'd also drop in the search ranking, so it can be very damaging to your business.



## Make use of multi-channel services

Amazon FBA also provides a multi-channel fulfilment service, meaning your business can use FBA to serve customers across different selling channels, such as eBay, Flubit or even your own website.

## Trusted customer service

Amazon's main initiative is to make sure their customers get the best service possible. By running your business with Amazon FBA, you'll be getting the fast and efficient customer service that Amazon promises each and every one of their customers. The added benefit of this is that you don't have to deal with handling complaints or queries as the marketplace takes care of all of this for you.

## Faster growth of your business

Through using Amazon FBA for your business, you're more likely to benefit from a faster rate of growth than you would otherwise. In fact, 78% of FBA sellers agree that after joining the service, their business saw a significant increase in sales. What's more, 79% said that their business was able to expand with ease.



# What are the disadvantages of Amazon FBA?





## Fixed fees

One possible issue is that, no matter how well your business is doing, Amazon FBA will charge you the exact same fees.

This may be difficult to keep up with if your business doesn't sell as much as expected in a particular month.

As an FBA seller, you ship your products directly to Amazon's fulfilment centres and Amazon takes care of the picking, packing and shipping of your orders. This means you won't be able to cut corners with more cost-effective packaging. Amazon does this

so that you don't risk falling behind their high expectations of sellers using FBA.

The cost of the service itself may not be the best for your business, own branded products, for example, may cost more to sell than their worth. You may not sell enough to meet the prices of FBA. The fees that Amazon charges are completely unavoidable, so it's a large commitment.

The main fees for Amazon FBA include monthly storage fees, weight handling fees, picking and packaging fees and order fulfilment fees. These costs can be difficult to calculate, so make sure that your business stays on top of these calculations. More importantly, you need to make sure these fees are cost-effective for your business, or you may lose out on profits.



## Limited access to your inventory

As your inventory is stored in Amazon's fulfilment centres, keep in mind that you'll have limited access to your products. You may also find that inventory can be harder to track, having no hand in the process.

It's easy to lose track of what products you have and what you have left over to meet customer demand.

What's more, if any inventory issues do arise, you'll be reliant on Amazon to resolve the problem(s) or have the inventory shipped back to you.

## No free trial

Unfortunately, there is no free trial with Amazon FBA which can be a disadvantage if you were looking to test the waters first.

If you sign up to use Amazon FBA and later find that the service is not the right fit for your business, it may mean you have wasted money, which is not ideal for a business getting off the ground.



# Where & what can I ship with **Amazon FBA?**





## Where and what can I ship with Amazon FBA?

As an Amazon FBA seller, you can sell your products to customers in almost every country that you can think of. Of course, it does have to be said that shipping to international countries comes with some challenges, such as maintaining the condition of the item, high return fees and item restrictions. On top of this, there are products that Amazon FBA will not accept, including:

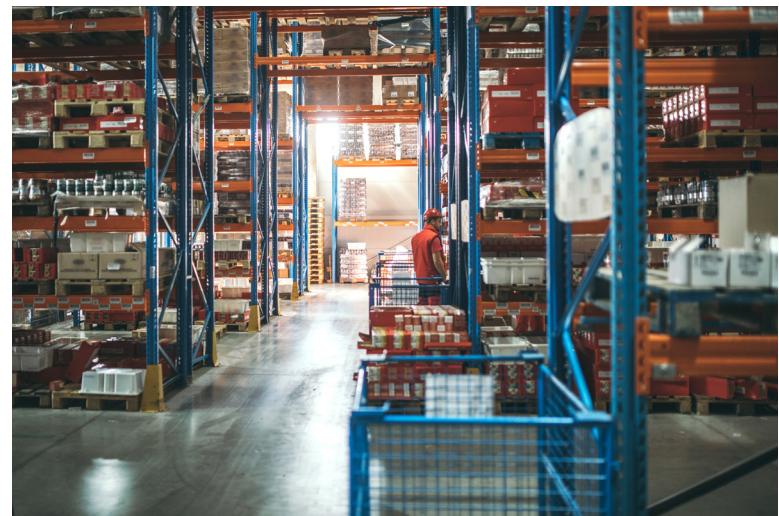
- Any product that cannot be lawfully sold and distributed
- Alcoholic beverages (including non-alcoholic beer)
- Sky lanterns or floating lanterns
- Vehicle tyres
- Gift cards, gift certificates and other stored-value instruments.
- Products with unauthorised marketing materials (e.g. pamphlets, price-tags, or other non-Amazon stickers). Amazon will not accept pre-priced labels or products
- Products that are larger than 144 inches by 96 inches by 96 inches or weigh more than 150 pounds
- Any products that require preparation that have not been prepped according to FBA Packaging and Prep Requirements
- Loose-packaged batteries
- Damaged or defective units: used condition products may have damage as long as the product is labelled with the appropriate condition.



- Products with labels that were not properly registered with Amazon before shipment or that do not match the product that was registered
- Products that have been illegally replicated, reproduced, or manufactured
- Products that Amazon otherwise determines are unsuitable.

These restrictions are specifically to guide online sellers and if any seller is caught trying to send restricted products, your Amazon account will be terminated.

Find out how else you can avoid account suspension on Amazon with this complete guide.





## Amazon FBA Small & Light services

Amazon FBA may have become one of the industry's most successful fulfilment services, but for those of you with products that sell for less than a tenner, you're likely to already be well aware that Amazon FBA isn't a very cost-effective option to support your retail business.

What you may not realise, however, is that Amazon operates an alternative fulfilment service, designed specifically for lower-value, fast-moving, small and light products. Not familiar with these services? Below, we have outlined pretty much everything you need to know about Amazon FBA Small & Light.





## What is FBA Small & Light?

Amazon's newest fulfilment service, FBA Small & Light, is a fulfilment solution for fast-moving products that meet specific size, weight and price requirements. It enables you to list items that qualify for the service and, in exchange, Amazon will charge you less in fulfilment costs.

You will still be eligible for Prime members with free 1-3 days shipping and standard 3-5 days shipping for non-Prime customers, and free delivery on orders over £20.

### What products are eligible?

These are the conditions of eligibility for Small & Light:

- Products must weigh less than 250g (including packaging weight)
- Products must have dimensions less than 30 x 22.4 x 2.4 cm
- Products must be priced under £9

To really master the ways around Small & Light there are a few steps that you can take. For example, using Amazon Sponsored Products enables you to reach a much wider pool of customers. You can also benefit from more competitive pricing, since you can pass along your fulfilment savings to your customers. Alternatively, you can gain more exposure and increase your sales by creating sales promotions at no extra cost on Amazon's Today's Deals page.



## What are the fees?

Fulfilment package type	Dimensions	Outbound shipping weight	Fulfilment fee for Small & Light service	Fulfilment fee for regular FBA service
Small letter	23 x 15 x 0.4 (cm)	0-100g	£0.60	£1.09
Large letter	30 x 22.4 x 2.4 (cm)	0-250g	£0.80	£1.34

Your outbound shipping weight is your products weight and your package weight combined.

As you can see, it's certainly beneficial to sign up, as you will save £0.49 on smaller products and £0.54 on larger products.



# How to meet Amazon FBA inventory requirements





When you ship your products to Amazon's fulfilment centres, one element that you need to make sure you get right is understanding how to meet Amazon FBA inventory requirements.

This helps to reduce product defects, can eliminate unplanned fees and avoids temporary suspension of your shipping practices.

In order to prevent some of the most common inbound defects that Amazon has to deal with on a daily basis, we have outlined some best practices for you to follow and help you meet the marketplace's inventory requirements for products.



## Label your inventory carefully

Amazon uses a barcode system to put away and to track products within its fulfilment centres. For this reason, all products sent to their warehouses must be properly labelled according to Amazon's standards, unless any items qualify for stickerless, commingled inventory.

You have three options for shipping your products to Amazon FBA, which include: using an existing UPC or EAN barcode for eligible products; adding an Amazon barcode directly to the product or packaging or paying a per-item FBA label service fee and have Amazon apply the barcodes on your behalf.

Amazon barcodes must be applied to items that aren't tracked using manufacturer barcodes (e.g. UPC or EAN) and this category is made up of products with an expiration date, consumable products, topical products (e.g. skin creams, shampoos and cosmetics) and products that are prepped so that the barcode can't be scanned.



## Prepare your inventory carefully

When you prepare your inventory carefully, you are giving yourself the certainty that your products will be processed efficiently at Amazon's fulfilment centres, are made for sale as quickly as possible and that they reach your customers in the original condition. In order to avoid unplanned preparation fees, you'll need to make sure that you meet the marketplace's packaging and preparation requirements.

For example, any FNSKU (unique Amazon product identifier) that you use on a product must be unique and correspond to one unique product. Each product variation (e.g. size or colour) must have a different FNSKU. As mentioned above, each product sent must have a scannable barcode or label that is easily accessible. If there are any existing scannable barcodes on the exterior of your shipping boxes them make sure to remove, cover or render them unscannable.

Each product that you send must be contained within a single and secure package. The marketplace doesn't accept units that require Amazon to assemble it together, such as a table sold as one piece, but the legs and table top are separate. If you send items to be sold as a set, they must be clearly marked as such on their packaging (e.g. having a label that says "this is a set, do not separate" or "ready to ship") and sent together. There are also other requirements for boxed units, poly-bagged units, case-packed products and items with expiration dates which you can read about here.



## Meet all safety requirements

When sending your products to Amazon's fulfilment centres, make sure that you comply with all FBA shipping safety requirements – including item weight, size and pallet standards. This helps you avoid any additional charges, or worse, suspension of your shipping privileges.

For example, boxes containing multiple standard-size items should not exceed 25 inches, unless there are oversize units that measure longer than this.

In addition to this, boxes must not exceed the weight limit of 50lb, unless they contain one single oversize item that exceeds this weight.

For products that do exceed 50lb, sellers should attach a label that clearly indicates "team lift" on the top and sides of the box. For any items above the weight of 100lb, attach a label that states "mechanical lift" on the top and sides of the box.

You should also use appropriate packing material to ensure that your shipment moves quickly through Amazon's fulfilment centre and protects employees from any potential safety issues. Acceptable packing material includes bubble wrap, flat sheets of paper, inflatable air pillows and polyethylene foam sheeting.



## Ensure shipping information is accurate

For each shipment sent to a fulfilment centre, Amazon requires accurate box content information. The information helps the warehouses to receive your products more quickly and get your inventory up for sale much sooner. Keep in mind that if you don't provide box content information, Amazon FBA is likely to charge you a manual processing fee in exchange for manually sorting the contents of each box that you send them.

There are five methods for providing box content information and largely depend on your shipment type. The recommended format is to use a web form. If you choose this option, then you will be presented with one box configuration.

This is made up of the number of units, expiration dates if applicable, box weights and box dimensions. Alternative methods include uploading your box content information in file formats – either excel format or .tsv format. You can also use 2D barcodes instead of entering box content information into Amazon Seller Central or make use of Amazon Marketplace Web Service.



# **How to lower Amazon FBA fees**



## Only send particular items

FBA storage fees are based on the specifications of a product, such as the weight and size. As such, you may want to think twice about the type of products that you send to Amazon FBA fulfilment centres. For example, if you have a £10 product and a £60 product that weigh the same, the storage fees will also be the same, making the profit margin harder to make up on the lower cost item.

We also recommend that you try to avoid storing really large items in the marketplace's fulfilment centres. Long-term storage fees are calculated by cubic foot, so any bulky item that takes up a lot of space is going to cost you more to keep in a fulfilment centre. In addition to this, heavy products may also incur additional fees for the extra weight which may cut into your profit margins once again.



## Consider bundling items together

Let's say you send and sell ten items using Amazon FBA. In order to do this, you'll need to pay fulfilment fees on ten items. But, if you bundle these products together as a single unit, then you will only pay fulfilment fees for one unit, not ten individual units. This is a smart way to avoid additional fees and can be a powerful sales tactic – in fact, product bundles are one of the top promotions that you can run on Amazon.



## Use precise packaging

Amazon uses very precise scanners to measure the packages that the company stores in its fulfilment centres. These scanners don't differentiate between something substantial and something insubstantial. For example, if there is some packing tape hanging out of the box, then the scanner will count that as part of the package's total area. You can avoid higher fees by making sure that no packing material, tape or other items are sticking out of the package.

What's more, package dimensions help Amazon to determine fulfilment fees. In order to reduce variation and avoid unnecessary fees, it's recommended that you always pack your items tightly and precisely. If you sell numerous amounts of the same product on Amazon, keep in mind that the marketplace doesn't measure and scan every item.

Instead, a representative sample is used, and an average is calculated to determine the storage space for your products. Inconsistent packaging can either reduce your fees or drive up your fees so make sure that you package all items as consistently as possible.



## Monitor your Inventory Performance Index

Your Inventory Performance Index (IPI) is a measurement of several different metrics that Amazon records to do with your inventory, which the marketplace then grades you based upon this information.

Each of these metrics can give you an idea on how to reduce your FBA fees by optimising your inventory. So, what exactly goes into your IPI?

**Excess Inventory Percentage:** This is the percentage of your inventory that is considered to be in excess of what is necessary, thus increasing your storage costs unnecessarily. In order to reduce your storage costs, consider liquidating this excess inventory through sales or deals on the marketplace.

**Sell-Through Rate:** This particular metric measures how accurately you keep your inventory level to how much you sell. In other words, too little inventory is bad

(known as understocking) and too much inventory can also be bad (overstocking). Striking the balance between these levels should be one of your primary aims to reduce FBA costs.

**Stranded Inventory:** Your stranded inventory is any items within your inventory that no longer have product pages on Amazon or have a number of other errors. Try to avoid these errors whenever possible as storing inventory without being able to sell it will only increase your FBA fees.



# **Amazon FBA vs. Amazon FBM**

## **Which is the better option?**



Selling on Amazon is advantageous for any online seller. After all, with more than three hundred million users, Amazon is the largest online retail marketplace in the world.

But, when it comes to securing those all-important sales on the marketplace, which is the right Amazon fulfilment option to support your eCommerce business?

In this section, we list out the advantages and disadvantages of both Amazon FBM and Amazon FBA and weigh up the best option for your online business. Find out which you should choose in this Amazon FBA vs. Amazon FBM battle of fulfilment methods.



## What is Amazon FBA?

Put simply, Amazon FBA stands for Fulfilled by Amazon – “you sell it, we ship it” – in Amazon’s terms. An FBA seller will store their products in Amazon’s fulfilment centres, where Amazon then picks, packs and ships all product orders on behalf of the seller.

## What is Amazon FBM?

In comparison, Amazon FBM stands for Fulfilled by Merchant. Using FBM, Amazon sellers handle storage and all aspects of the order fulfilment process. An FBM seller is responsible for creating listings, and then, after a sale is made, picking, packing and shipping the order directly to the customer themselves. Keep in mind that you’ll take full responsibility for any late or damaged arrivals and missing items.





# **Amazon FBA vs. Amazon FBM**

**Advantages of each  
fulfilment option**



## Prime eligibility

While we have already covered many of the advantages of Amazon FBA, here's a recap with some additional advantages so that you can easily compare the fulfilment option with Amazon FBM.

One advantage of using Amazon FBA is that all products meet the criteria to be eligible for Amazon Prime's free two-day shipping and other Prime benefits, such as free shipping and increased chances of winning the Amazon Buy Box.

And, with an estimated one hundred million Amazon Prime users, this is a golden opportunity for any major online sellers. These members also shop more frequently and spend more than non-Prime members.



## Hands-off fulfilment

With more time free to focus on growing your eCommerce business, you don't need to worry about mundane tasks such as fulfilling your daily orders. What's more, Amazon will also store your inventory inside of its own warehouses, so that you don't need to deal with storing your inventory anywhere.

When a customer places an order, Amazon will take it from the existing inventory and send it directly to the customer's postal address. Everything to do with order fulfilment is conveniently handled by Amazon, so you don't need to spend time packaging orders or standing in line at The Post Office.

With Amazon FBA, the marketplace takes on the full task of filling your customers' orders, including customer service and handling returns. This is a big benefit for some Amazon sellers. In short, Amazon FBA enables you to focus your time and resources on growing your Amazon business, so that you don't have to worry about the logistics of storing, packing and shipping your inventory to your customers.



## Higher likelihood of securing the Amazon Buy Box

In case you didn't know, the Amazon Buy Box is the call-to-action that leads online shoppers to buy the product on a product listing. When multiple sellers are selling the same item, one seller will "win" a purchase made on the Amazon Buy Box, while other sellers can be found beneath the buy box.

Given that when Amazon shoppers buy a product, they do so through the Amazon Buy Box a whopping 82% of the time, it's crucial to win the box as much as possible. Another important factor in determining who wins the Amazon Buy Box is the fulfilment method selected. Generally speaking, an FBA seller can set a slightly higher price than an FBM seller and still win the Amazon Buy Box.



## Multi-channel fulfilment

Multi-channel fulfilment enables you to sell products outside of Amazon but still have Amazon handle the shipping and fulfilment part of the order. In other words, you could sell products through your website (or other selling channel) and still have Amazon sort the shipping and fulfilment out for you.

This enables you to access a fast and trust shipping method for multiple sales. Amazon will store your inventory in its own fulfilment centres and will pick, pack and ship orders to customers when products sell on your own website or other eCommerce websites

The marketplace handles the minor details such as shipping and fulfilment so that you can concentrate on building out your online empire; giving you more time to execute advanced marketing strategies, use additional eCommerce channels to sell your products and build a brand that isn't as reliant on Amazon for sales – all while still benefitting from Amazon handling the logistics of the sale.



## Lower shipping rates

Amazon is the largest online retailer in the world, and with that comes some drastic shipping discounts. With Amazon FBA, you simply ship your products to the Amazon warehouse and let Amazon handle the rest of the fulfillment process.

Dependent on the size and weight of your product, the fees associated with selling FBA will typically be smaller than the shipping costs you'd spend if you were fulfilling the orders yourself or through Amazon FBM.

When you choose Amazon FBA, you benefit from Amazon's shipping discounts. It's likely that the fees Amazon charges to ship your products are lower than what you would get through your own shipping account. If that is the case, using FBA will lower costs and increase your profit margin.



## Location independent

When using Amazon FBA, you can essentially run your online business from anywhere in the world that you have internet access. You can easily communicate with your suppliers using email, Skype or Alibaba. He suppliers can then ship the products to Amazon and all of your sales and order fulfilment is then handled by Amazon.



# Amazon FBM Advantages



## Hands-on fulfilment

Some marketplace sellers see having more control over their inventory and stock as a great advantage. As you store, pick, pack and ship products, you can access your inventory whenever you may need it. This enables you to have more ownership of the actual fulfilment process.

Indeed, there are many cases whereby a customer inevitably receives a faulty or incorrect product, leading the customer to leave a negative review. When you ship via Amazon FBM, however, you are able to ensure the quality of each item at the time it is sent and despatched to the customer.

Find out [how to increase sales on Amazon](#) with 13 Amazon tips straight from real online sellers themselves.



## **Less commitment to a product**

Another advantage to using Amazon FBM is that as you are in control of your inventory, if you happen to buy a product that doesn't sell then you can still return it to the retailer. Most stores have up to a 90-day returns window, which is great news for new Amazon sellers. If two months pass and no sale has been made, you can think about returning it to the original retailer.

## **List products immediately**

Unlike FBA sellers, FBM sellers can list their items for sale as soon as a listing has been submitted. This is because you don't need to worry about shipping until the products sell. In comparison with FBA sellers, Amazon has strict requirements for accepting products into their warehouses and it can take a lot of time to ship all the products to them.



## Fewer Amazon fees

As you handle the shipping, returns and customer service yourself as an FBM seller, you save on some costs. Selling through Amazon FBM means that you avoid paying the fulfilment fees and storage fees that are associated with selling through Amazon FBA.

That said, there are still referral fees and closing fees to keep front of mind. Find out what your [Amazon seller fees](#) are and how much it costs to sell on Amazon.

## There's still an opportunity to use Amazon Prime

[Seller-Fulfilled Prime \(SFP\)](#) enables all Amazon sellers to access FBA benefits without the increase FBA fees. The criteria for approval to Seller Fulfilled Prime is pretty extensive and includes having a good standing with a Professional Account, existing premium shipping order volume and outstanding performance metrics.



## Slightly higher margins

As FBM sellers pay fewer fees without having Amazon fulfil the orders, it's likely that you'll make slightly more on each sale (dependent on product). However, it's likely you will drive less sales, especially if you're not an Amazon Prime seller.

## Opportunity to build an independent brand is more feasible

As you are not as reliant on Amazon for shipping and order fulfilment as you would be with Amazon FBA, Amazon FBM sellers have a greater opportunity to build an independent brand.



# **Amazon FBA vs. Amazon FBM**

**Disadvantages of each  
fulfilment option**



## Additional fees

Using Amazon FBA requires the following fees: fulfilment fees, monthly inventory storage fees, closing fees and order handling fees. As well as these fees, depending on the product's category you may run into more fees, such as a high-volume listing fee.

You will also need to consider the cost to ship your products to Amazon's fulfilment centres and you may additionally run into long-term storage fees and Q4 storage fees. Work out your total [Amazon seller fees](#) and find out the cost of selling on Amazon.

## Limited access to your inventory

As your inventory is stored in Amazon's fulfilment centres, keep in mind that you'll have limited access to your products. You may also find that inventory can be harder to track, having no hand in the process. It's easy to lose track of what products you have and what you have left over to meet customer demand.

What's more, if any inventory issues do arise, you'll be reliant on Amazon to resolve the problem(s) or have the inventory shipped back to you.

## Tax obligations

Something else to bear in mind is that Amazon does not automatically collect sales tax for its sellers. To enable tax collection on purchases, sellers must provide their state tax registration numbers for each state that they want Amazon to collect tax for. Amazon sellers can enable sales tax collection within the tax settings in Seller Central. As an FBA seller, it's crucial to understand your tax obligations. In addition to this, you'll need to register for each country that you wish to sell your products in.



## Preparing products may be tedious

Labelling your products can be a tedious process, especially for new Amazon sellers. Each unit must be labelled so that the correct item can be picked up from Amazon's inventory and shipped to the customer. There are two kinds of barcodes that you can use to identify your products:

[Manufacturer barcodes](#)

[Amazon barcodes](#)

Amazon does provide the option for eligible products to have Amazon apply the barcodes for you in exchange for a per-item fee, called FBA Label Service.

## Multi-channel fulfilment can be costly

If you choose to use FBA multi-channel fulfilment, you'll likely incur some additional hefty fees.



## You must prepare the products

When you first send products to Amazon's warehouses, you'll need to prepare them to ensure that they are accepted. This involves labelling them correctly among other requirements. If you do this incorrectly, Amazon can reject your products and you will have to re-label them and go through the entire process again.

Keep in mind that you may also need to use a third-party company to label your products and handle the delivery to Amazon's warehouse which can add extra costs to your products.



## More responsibility

When selling FBM, responsibility falls on you – packaging, shipping, managing inventory, and so on. This can be an advantage for some sellers but with high volume products, it can get pretty high-level. You've got to be on top form every day, including weekends and holidays.

You handle everything – when getting started this doesn't seem like a big deal. Your sales will be low so it's not much of an issue to package and ship a few products, but how scalable is this if your product becomes popular? Do you have the time to package, label and post more than 100 products a day.



## Not automatically eligible for Amazon Prime

While you can be a Prime seller using Seller-Fulfilled Prime, Amazon does make you work for it – you'll have to constantly stay on top of your game to keep your seller metrics squeaky clean. What's more, [Consumer Intelligence Research](#) Partners estimates that there are more Amazon Prime customers than standard members.

Customers buying from non-prime FBM sellers will have to pay additional shipping charges and receive slower shipping.

If you're an FBM seller than more than half of the customers on Amazon may overlook your product and buy from a competitor.

Contrary to what some sellers think, prime eligibility for products isn't an exclusive benefit for FBA. Through SFP, or Amazon's Seller-Fulfilled Prime program, sellers are allowed to display the Amazon Prime logo while fulfilling the orders themselves.



## The Amazon Buy Box is harder to win

As the fulfilment method plays a major role in determining who gets the [Amazon Buy Box](#), FBM sellers will have a harder time getting it and keeping it than FBA sellers. FBM sellers may have to set a lower price in order to win. Not having the Amazon Buy Box will make it challenging to get sales for your products on Amazon.

If your product is unique and you are certain there are no other sellers, or you're guaranteed the buy box, then it may still be worth using FBM. If not, then the lower fees and higher margins FBM may offer could be erased as you need to offer a lower price to win the Buy Box, or compete on the multiple seller page to get any customers.



## You may encounter overhead costs

While there are no fulfilment and storage fees through selling FBM, you'll likely have more overhead costs, including your own storage, fulfilment and shipment expenses.

## Miss out on Prime members

Because over half of all Amazon shoppers are Prime, 2-day free shipping with Prime is often purchase criteria. Without being Prime, you're missing out on many customers who may have purchased your product if it were Prime.



## Should I use Amazon FBA or Amazon FBM?

All in all, both Amazon FBA and Amazon FBM certainly have their advantages. The best Amazon fulfilment option for your business is always going to be centred on your objectives and the products that you sell.

Amazon FBA is a particularly good choice if you sell high volume, large margin products. This type of fulfilment is for those sellers who can drop the selling price to the lowest possible price if need be.

Amazon FBM is better for smaller scale, small margin products or one-offs. Amazon FBM enables sellers to take control of the fulfilment process without crushing small margins.

Amazon FBA is arguably more convenient as you ship your products to Amazon's fulfilment centres and then Amazon takes care of everything else; however, there are additional costs with ongoing storage fees and other expenses to keep in mind.

The Amazon FBA calculator is a useful tool to help you decide whether to use FBA or pursue an alternative fulfilment method.

With the method, you have the ability to compare both FBA and FBM or simply calculate the fees involved with FBA.



# **Amazon Europe: Fulfilment options**



Looking to take your online business to the next level? Expanding into Amazon Europe territory is a logical step. What's more, as an Amazon seller, you have access to a range of tools that make achieving this as easy as possible – giving you the platform to reach millions of customers across several key European markets.

In fact, Amazon has more than one hundred million visitors to their five European marketplaces (UK, Germany, France, Italy and Spain) every single month.

Throughout this section, we've done our best to outline why you should consider expanding your online business into Europe and listed a few ways in which you can go about this, including a discussion related to Pan-European FBA specifically.



## Why expand your business into Europe?

Making the decision to sell overseas is no easy feat, which is why we typically recommend sellers to test the international waters through an online marketplace.

Amazon is a large and profitable marketplace to consider as the company makes the online selling process as simple as possible.

In fact, Amazon enables you to sell on all five of the European marketplaces, from only one seller account.

These include:

Amazon UK

Amazon France

Amazon Germany

Amazon Italy

Amazon Spain

There are also fulfilment centres in Poland and the Czech Republic, bringing the total up to seven European fulfilment centres. In addition to this, Amazon gives you the platform to introduce your brand and enhance your awareness to millions of active users across all of these countries, ultimately helping to advance your sales across borders.

It's also worth keeping in mind that international business growth enables you to become more competitive. While you will have likely identified the peak periods for your business in the UK, by selling on other marketplaces, you can take further advantage of the peak periods in each respective country, in turn reducing business seasonality.



## Your options for fulfilment

As an Amazon seller, you have two distinct options for fulfilment; either fulfilling your own orders or handing over the entire fulfilment process to Amazon, via the use of Fulfilment by Amazon (FBA).

Not only does FBA allow you to reach some of Amazon's most active and loyal customers – Amazon Prime users – it also increases your credibility and trustworthiness as a seller, reduces your delivery time and gives your customers access to exceptional local language customer support.

In addition, once you opt to use Fulfilment by Amazon, you have access to three fulfilment methods when expanding your business across Europe. Specifically, these include the European Fulfilment Network (EFN), Multi-Country Inventory (MCI) and Pan-European FBA – which is this article's prime focus.



## European Fulfilment Network (EFN)

The European Fulfilment Network enables you to store items in fulfilment centres in the UK and fulfil orders from any of Amazon's European marketplaces. Through use of EFN, you will benefit from the reassurance that your customers are benefiting from customer service in their local language and returns handling.

However, this drastically impacts the customer experience as delivery times are likely to be much longer and the delivery costs are higher. In most cases, you will not have access to Amazon Prime customers, which may put your retail business at a disadvantage.

The European Fulfilment Network is ideal for sellers who are looking to test how individual products perform in different European markets, but keep in mind that there is a local fulfilment fee when selling on the UK site and a cross-border EFN fee when selling to international customers.



## Multi-Country Inventory (MCI)

Multi-Country Inventory allows you to send your most popular product inventory directly to the Amazon fulfilment centres in each of the countries that your products are listed on. In this case, the seller is only obligated to register in the countries where inventory is stored, saving on VAT compliance costs.

The MCI process is best suited to sellers who have a clear and strategic growth plan for Europe, as it requires a good level of understanding as to which products sell well in which markets.

## Pan-European FBA

Pan-European FBA enables you to sell across all of European fulfilment centres, place inventory closer to your customers and fulfil orders quickly and at lower costs. Below, we've outlined more information on Pan-European FBA and how you can use it to your advantage to expand your eCommerce business into European markets.



# Benefits of Pan-European FBA



## **Less inventory management**

With Pan-European FBA there is less inventory management for you to handle. Simply send the products to Amazon's European fulfilment centres and let Amazon distribute them to meet the demand.

## **Low fulfilment costs**

Amazon distributes your products across Europe at no extra cost to you. You will only pay a local fulfilment fee of the marketplace where the order is placed.

## **Reach millions of Prime customers**

Pan-European FBA enables you to sell your products in all five Amazon European marketplaces with Prime eligibility, allowing you to target some of Amazon's most loyal customers.



## **Provide fast and reliable deliveries**

As the products are stored in a much closer vicinity to customers, you can be sure that Amazon will quickly fulfil and deliver your product orders to your customers.

## **24/7 Customer support**

Last but not least, Amazon provides customer support in the local languages of the five European marketplaces, facilitating customer inquiries, returns and of course refunds – saving you a lot of time and hassle.



# **How to start selling on Pan-European FBA**



## 1. Register your Amazon European seller account

Registering just one account with Amazon allows you to create and manage offers on five European marketplaces and access over one hundred million customers.

These marketplaces include:

Amazon UK

Amazon France

Amazon Germany

Amazon Italy

Amazon Spain

It is worth keeping in mind, however, that 30 million of these customers are from Amazon UK. You'll also want to ensure that you add Fulfilment by Amazon to your Selling on Amazon account.



## **2. Confirm which products are eligible for Pan-European**

If you can sell a product on each of Amazon's Europe marketplaces, it is likely to be eligible for Pan-European FBA.

## **3. Create ASINs (Amazon Standard Identification Numbers) for your products**

In order to sell a product that is available in the Amazon catalogue, you will need to match your product to the existing ASIN.

If it is not yet in the catalogue, you'll need to create a new one in each of the five languages of the Amazon European marketplaces.

## **4. Enable Pan-European FBA**

You can enable Pan-European FBA through your Fulfilment by Amazon settings in Amazon Seller Central.



## **5. Create FBA offers on the same FNSKU across all Amazon Europe marketplaces**

A Fulfilment Network SKU (FNSKU) is an ID that Amazon uses to identify a unique product and its associated seller, which is then sent to an Amazon fulfilment centre.

You will need to create an active FBA offer in each of the five Amazon European marketplaces, for the same stock pool with identical labelling.

## **6. Enrol your product in the Pan-European FBA**

You need to enrol an eligible ASIN in the Pan-European FBA programme from the Pan-European FBA Inventory page to start receiving Pan-European FBA benefits on your products.



## 7. Ship it to Amazon's European fulfilment centres

Send your Pan-European FBA ASINs to the Amazon European fulfilment centres in the country of your choice. Amazon will position it across other European fulfilment centres at no extra cost.

## 8. Watch it sell

Manage and track your Pan-European FBA offers using all the standard reports and tools in Seller Central.



**Pay no EFN fees with  
Pan-European FBA**



In regards to Pan-European FBA fees, you will only pay the local fulfilment fee from the particular European marketplace that you sell a product on.

In contrast, when you sell to customers via EFN (European Fulfilment Network) you pay a cross-border fee for each order that is shipped.

For example, let's say you were selling a 1000g standard size parcel across all five European marketplaces and that you ship your inventory to Amazon UK fulfilment centres. For orders placed on German, French, Italian and Spanish Amazon sites, the cross-border EFN fee would be £6.48.



<b>Standard parcel 100g</b>	<b>Sale on Amazon DE</b>	<b>Sale on Amazon FR</b>	<b>Sale on Amazon IT</b>	<b>Sale on Amazon ES</b>
Fulfilment fee for EFN fulfilling DE, FR, IT & ES orders from UK inventory pool	€6.48	€6.48	€6.48	€6.48
Pan-European FBA fulfilment fee (regardless where the product is shipped from)	€3.08	€5.05	€4.41	€3.41
Cost savings per item with Pan-European FBA	€3.40	€1.43	€2.07	€3.07

However, with Pan-European FBA you would save up to 52% in fulfilment fees.



**What other fees are there  
in exchange for using  
Pan-European FBA?**



## What other fees are there in exchange for using Pan-European FBA?

Other than the standard selling fees for each marketplace on which an ASIN is listed, you will pay the following fees in exchange for using Pan-European FBA:

**Fulfilment fees:** For ASINs enrolled in Pan-European FBA, you will pay only the fulfilment fee for the marketplace in which the order is placed, no matter where the stock is stored in the Amazon EFN.

**Storage fees:** Pan-European FBA ASINs will incur monthly storage fees and may incur long-term storage fees if units remain in stock for 12 or more months.

**Removal fees:** For removals (return of a product to a seller) Amazon charges local removal fees applicable to your home marketplace, regardless of where the stock is located at the time of the removal order.



## How quickly will products be delivered compared to EFN or MCI?

As stock enrolled in Pan-European FBA is placed closer to the customer and based on anticipated demand, products are generally delivered much more quickly than with EFN or MCI.

Unlike EFN, Pan-European orders will often not require cross-border shipping, and if they do, they will be fulfilled from the closest fulfilment centre that has stock available.

This ensures a quick delivery of these product orders. It's worth keeping in mind that you can use other FBA programmes after Pan-European FBA has been enabled, such as EFN.



## VAT and Pan-European FBA

It's important to remember that enrolment into the Pan-European FBA programme will trigger additional VAT obligations in multiple jurisdictions. This can be a disadvantage for many Amazon sellers as it requires a lot more work on their part.

As the product is being sold and shipped from a local distributor, it isn't being sold at a distance and an Amazon seller must therefore register for tax in every country where their stock is being stored.

Amazon makes it clear that it is the seller who is responsible for the collection and payment of their taxes, including the filing of all relevant returns and VAT invoicing.

It's worth keeping in mind that online businesses selling products via Amazon's European Fulfilment Network (EFN) can avoid VAT, providing that they don't exceed distance selling thresholds – which can vary from country to country.

This particularly favours smaller businesses who can then sell in small amounts to a number of countries, without incurring large administrative penalties for tax reporting.



## Get started selling internationally

Expanding your business and selling in Europe is a big step for any retail company, but with Amazon the risk is vastly reduced, and you can start slowly, building up to more countries as and when you feel ready.

Pan-European FBA has many advantages and enables you to sell to one hundred million customers across all five European fulfilment centres, place inventory closer to your customers and fulfil orders much more quickly and at lower costs.



# **Amazon Tools:**

## **9 Tools Every Amazon FBA Seller Should Know**



Selling a high volume of products on Amazon FBA can be challenging at the best of times. A successful Amazon seller needs to excel in many different areas, including pricing, product listings, product sourcing and customer feedback.

That's why we have put together a list of Amazon tools that every FBA seller should keep front of mind, in order to optimise your listings and increase your sales on the marketplace.

In this article, you'll find nine Amazon seller tools to help you with a variety of elements, such as keyword research, customer feedback and sourcing niche products to sell. Add these to your FBA toolkit and start scaling your business properly.



## 1. Keepa

Keepa is a Google Chrome extension that can be used when it comes to sourcing your Amazon products and finding out how to make the best decisions possible.

In effect, Keepa is a price watcher and tracker tool for Amazon sellers, which gives you the full pricing history of a given product on the marketplace.

You can gather pricing information on the following Amazon marketplaces:

Amazon USA	Amazon UK
Amazon Canada	Amazon Germany
Amazon France	Amazon Spain
Amazon Japan	Amazon China
Amazon Australia	Amazon India
Amazon Mexico	Amazon Brazil

What's more, Keepa covers ten different currencies and more than 500 million products.

However, it does have to be said that the extension is now a freemium service, with many of the most effective features now requiring payment.

The two main elements missing from the updated Keepa extension are the sales rank history and the ability to see historic Buy Box prices.



Without these, Amazon sellers have little to no context as to whether the current Buy Box price is a true reflection of the price customers are willing to pay, as well as no way of finding out how frequently the product makes a sale.

Other functions that are now hidden behind a premium subscription include eBay pricing history, offer count history, review count history and price increase tracking.

In order to unlock these features on Keepa, you will need to pay €12 per month (around £10.50) or €149 per year (roughly £129). If you are seeking a free alternative, then CamelCamelCamel may be the way to go.

This programme also tracks prices on Amazon, and you can receive alerts that indicate a price drop on items that you're monitoring (just like Keepa offers).



## 2. Sellics

Established in 2014, Sellics is a commercial analytics company based in Germany.

As one of the most well-known FBA all-in-one solutions, Sellics combines PPC, SEO, reviews, research, competitor monitoring and inventory management.

The company comes with several different tools, including:

### Product Detector

The Product Detector tool helps you find the most profitable niches to sell on Amazon. You can make use of filters such as sales rank, number of reviews, estimated sales and weight to sort through thousands of items that match your desired criteria.

### Niche Analyser

The Niche Analyser tool automatically analyses sales volume and competitiveness in your desired niche, which helps Amazon sellers to tell how many sales are generated

in a niche and how challenging it will be to achieve a top ranking with important keywords.

### Spy Tool

The Spy tool enables you to monitor your competitors' pricing and find out what their top selling items are.

You can also use the tool to track actual sales volume of your target product, reducing the risk of investing in poor-selling products and being stuck with unsold inventory.



## Cockpit

The Cockpit tool contains widgets that provides Amazon sellers with a wide variety of data, including sales and profits, performance, keyword rankings, PPC performance and a list of all products with your sales, revenue share and current sales rank.

## Keyword Ranking

As you may be able to guess, the Keyword Ranking tool helps you to research new keywords, find phrases that competitors are ranking for and identify all possible keyword combinations.

## Review Management

Reviews can make or break a business, especially on Amazon. The Review Management tool notifies sellers when they receive a product review. By getting instant notifications, business owners can react to negative feedback in a timely fashion.

Of course, it does have to be said that Sellics is not a free tool. The amount you pay depends on your FBA turnover, although prices start at around \$40-\$50 per month.





### 3. RepricerExpress

RepricerExpress is an automated Amazon repricing tool that helps you sell more items and keep your listings priced competitively without you having to lift a finger.

In addition to this, the service offers both Amazon FBA and Amazon FBM sellers an increased chance of winning spots in the Buy Box and More Buying Choices Box.

The repricing tool also monitors your competitors' pricing 24/7 and adjust your pricing accordingly, therefore increasing your overall sales and profits.

You can compete with sellers in several different ways, such as exclusively targeting featured sellers or the Buy Box, include or exclude specific sellers and filter the competition by dispatch time, shipping country, feedback or seller rating.

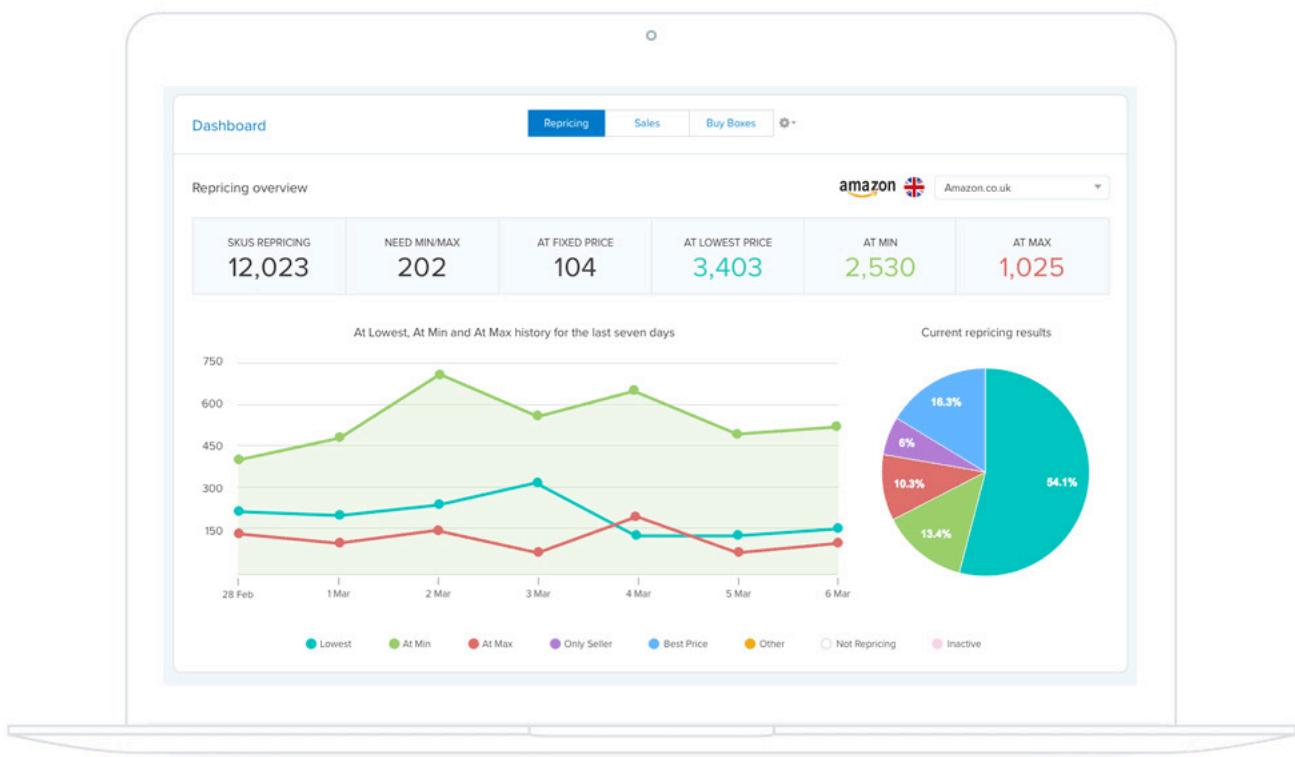
What's more, Amazon sellers can develop customised pricing strategies by setting their own pricing rules and a minimum and maximum price for each product listing.

There's no limit on the amount of pricing rules you can create, and these rules can be applied to single products or groups of products across eight Amazon marketplaces.



In terms of pricing, there are five RepricerExpress plans that differentiate themselves based on the number of SKUs (stock keeping units) that are accommodated for.

These plans start at \$55 per month (2,500 SKUs), \$79 per month (5,000 SKUs), \$99 per month (10,000 SKUs), \$159 per month (25,000 SKUs) and \$249 per month for 50,000 SKUs.





## 4. FeedbackExpress

Did you know that more than 90% of Amazon customers fail to leave feedback or review products that they purchase?

FeedbackExpress is a tool that helps to overcome this for more than 3,500 Amazon sellers.

Established in 2002 in the United Kingdom, FeedbackExpress helps Amazon sellers to manage their communication with customers and allows you to request feedback.

Messages can be triggered when an order is placed, despatched or delivered, and even up to ten weeks after the sale has been made. These messages can be filtered by fulfilment type, item condition, SKU/ASIN and shipping location.

The feedback tool helps Amazon sellers to receive more positive feedback, increase their number of product reviews and remedy or remove any negative or neutral reviews.

The starting price is £12.70 per month for up to 1,000 emails and increases to a maximum of £50.15 per month in exchange for 25,000 emails.





## 5. Jungle Scout

Jungle Scout is an effective research tool that is designed to help Amazon sellers find niche products to sell and evaluates their potential on the marketplace.

There are two services available, including a website application and a Chrome extension.

The Jungle Scout website is a monthly subscription service for access to the web application with a range of features primarily to help you find Amazon products.

In comparison, the Chrome extension helps Amazon sellers to evaluate products and keywords. This has an annual fee and is designed to be used when you're running searches on Amazon but can't find niche products that you're not already aware of.

The main features of the Jungle Scout website app are made up of a Product Database, a Product Tracker, a Niche Hunter and a Keyword Scout.





### Product Database

The Product Database tool enables Amazon sellers to search through a database made up of tens of thousands of items to find potential products to sell. You can filter products by rating, number of sales, revenue and more.

The database has items from all major Amazon marketplaces, including USA, Canada, UK, India and most major European marketplaces.

### Product Tracker

The Product Tracker tool allows sellers to track accurate sales data, inventory levels and the best seller ranking (BSR) of products.

You can examine products in detail with the tracker tool in order to get a better understanding of your competition and the sales volume of items.





### Niche Hunter

This is an advanced tool to help Amazon sellers find niche products on the marketplace.

Business owners can search by keywords and the tool helpfully evaluates competitor product listing, providing a simple way to determine the opportunity for a product.

After completing a filtered search using the niche tool, sellers are given the keywords searched for, the average price of products for that keyword, the product category, the average units sold, competition, a listing quality score and an opportunity score.

Jungle Scout has three payment plans:

**Start Up Plan**  
\$39 per month  
(40 product limit, 1 user,  
no access to Niche Hunter)

**Standard Plan**  
\$69 per month  
(80 product limit, access to Niche Hunter)

**Business Plan**  
\$99 per month  
(150 product limit, 5 users)



## 6. Fulfilment by Amazon Revenue Calculator

While you may have already come across this free tool, the Amazon FBA revenue calculator enables sellers to see what your Amazon FBA fees would be.

The FBA calculator shows all costs associated with the FBA programme versus handling the fulfilment process via an alternative fulfilment system.

The screenshot shows the ASINS Bulk Analyzer interface. At the top, there are navigation links: Dashboard, ASINS, My Suppliers, and Settings. Below the header, the title 'ASINS' is displayed above a sub-header 'Bulk Analyzer / ASINs'. On the left, there is a sidebar with various filters: Supplier (set to 'Any'), Search Keyword, ASIN / SKU / UPC, Profit (From - To), ROI % (From - To), Sales Rank (Current From - To, Historical min From - To), and 7-Day Average (From - To). On the right, there is a table with four columns: Product Image, Details from Amazon, Details from Supplier, and Lowest F. The table lists four products:

Product Image	Details from Amazon	Details from Supplier	Lowest F
	Hashtag Photo Stick Props - 12 Pieces Size Tier: Small standard-size Weight: 0.2 lb ASIN: B01M89TJ12	Hashtag Photo Stick Props Supplier: ABCD Ltd Quantity: - SKU: p-012 UPC: 879070763456	7d avg: 30d avg:
	Hibiscus Swirls Luau Decorations 12 Pieces Size Tier: Small standard-size Weight: 0.31 lb ASIN: B018M773NU	Swrl Dec VI Pk Luau Supplier: Bowls Inc Quantity: - SKU: P-90988 UPC: 032341256789	7d avg: 30d avg:
	Luau Swirl Hanging Decorations Value Pack (Each), Model: Size Tier: Large standard-size Weight: 0.23 lb ASIN: B01MJ8M713	Swrl Dec VI Pk Luau Supplier: Bowls Inc Quantity: - SKU: P-7666 UPC: 012031461890	7d avg: 30d avg:
	Party Swirls Pack Of 12 Size Tier: Small standard-size Weight: 0.02 lb	Swrl Dec VI Pk Luau Supplier: Bowls Inc Quantity: - SKU: P-7666 UPC: 012031461890	7d avg: 30d avg:



## 7. Cash Cow Pro

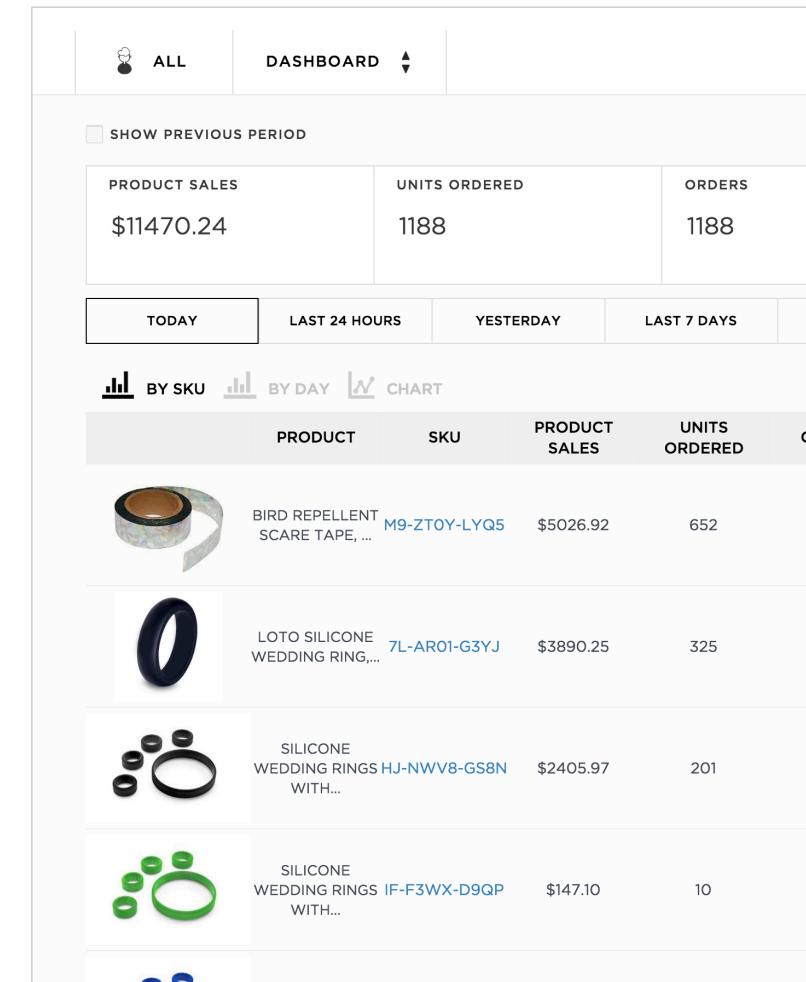
Cash Cow Pro is a web-based suite of tools for FBA sellers.

It is well known for its rank tracking tool, which allows you to track up to 100 keywords per product listing – meaning you can see if your listing is ranking for a particular keyword.

If not, then Cash Cow Pro clearly labels it as such, making it easy to see where you need to optimise your product listing to increase your sales.

The tool also enables Amazon sellers to track product page views and user sessions on Amazon, which can give you an idea of the number of potential customers that are viewing your product page.

Cash Cow Pro also offers a keyword suggestion tool, giving you ideas for other keywords to help you optimise your product listings on the marketplace.





## 5. Splitly

After setting up your product listings on Amazon, one of the next steps you'll want to take is to check that they are optimised for conversions.

One way in which you can achieve this is through A/B split testing. This process is where you test variations of product pages or advertisements to see which gets the most sales.

When done manually, this process can take up a lot of time and may also be inaccurate due to human error – which is where Splitly comes in.

Splitly removes human error by automating the split testing process through use of its own algorithms. The web-based application allows Amazon sellers to make informed decisions when optimising their listings both effectively and efficiently.

The Amazon tool enables you to test many different variations of your product listings in order to maximise your sales, including different product titles, descriptions, feature bullets, keywords and images.

splitly



## 5. MerchantWords

MerchantWords is an Amazon keyword research tool that can be used to help rank your products in the top positions of the marketplace's search results.

It is one of the most extensive databases containing searches from Amazon shoppers, with over 1.6 billion unique search phrases from around the world, giving you a ton of insight on consumer demand and shopping trends.

The keyword research tool gives you access to a worldwide audience, with a database of search terms from shoppers in North America, Europe, Australia and Asia.

To use MerchantWords, all you need to do is type your keyword into their search tool and then the service will provide you with a list of all relevant keywords, their search volume, related search terms and product categories.

These suggested keywords can then be used to optimise your product listings on Amazon.

**Merchant  
Words**



However, something to keep in mind is that a lot of customers do complain that it is very expensive for a typical Amazon seller to use, at \$30 per month for a pro account.

MerchantWords also offers a Listing Advisor – a personalised US-based Amazon listing creation service, where the company takes care of your market research, product titles, descriptions, feature bullets and backend keywords to optimise your listings.

In addition, the company also offers Ad Management whereby MerchantWords provides customers with profitable keywords for PPC ads for each of their product listings.





## Use these Amazon tools and reap success

Selling on Amazon can be demanding and, as we mentioned earlier, the competition is fierce. Ensuring that your product listings are on point is crucial to see success on the marketplace and increase your sales figures.

Making use of the Amazon seller tools that are available to you can be a great way to optimise your product pages with keywords and increase your customer feedback score.



Amazon  
Revenue  
Calculator

CASHCOWPRO



Merchant  
Words



LINNWORKS<sup>TM</sup>